**Introduction of night-shopping concept**

554. SHRIMATI BIMBA RAIKAR: Will the Minister of TOURISM be pleased to state:

(a) whether the recent introduction of night-shopping concept in Delhi has caught up thereby attracting more tourists than in the past;

(b) whether the night-shopping concept has brought in law and order problems for the State Government; and

(c) if so, whether the Centre will lend support to the State Government to augment its police forces for deployment during night hours?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) No. separate record for increase in the number of tourists due to introduction of night shopping concept is maintained.

(b) and (c) No report to this effect has been received in the Ministry.

**Incredible India campaign**

555. SHRI R. P. GOENKA: Will the Minister of TOURISM be pleased to state:

(a) whether any assessment has been made by Government to study the impact of roadshows organized recently, as part of the "Incredible India" campaign, targeted at focusing markets world-wise; and

(b) if so, the details thereof and fresh initiatives taken to market India as a tourist destination, especially to attract the high end tourists?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) and (b) Organising of Road Shows for marketing and promoting India as a desirable tourist destination in the tourist generating markets overseas is a continuous and ongoing promotional activity of the Ministry of Tourism. Other initiatives and promotional acivities being undertaken include advertising in the print and electronic media, participation in international travel fairs and exhibitions, organizing of "Know India" workshops and seminars, India promotions at leading departmental stores, etc. all under the brand line "Incredible India".

The impact of these road shows and other promotional activities can be seen in the increased tourist arrivals to the country and greater visibility of the Indian tourism products in the overseas markets.